

FIG. 1

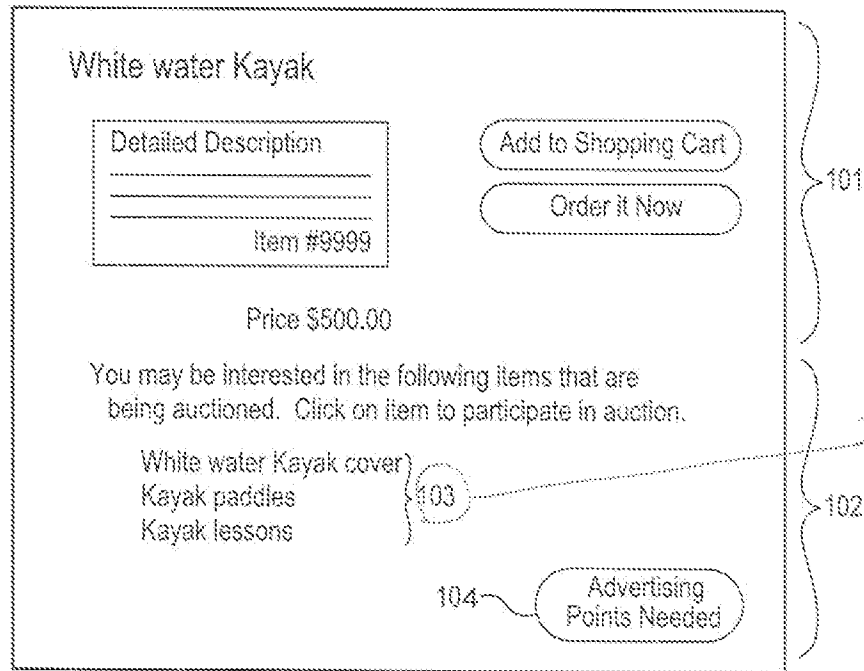


FIG. 2

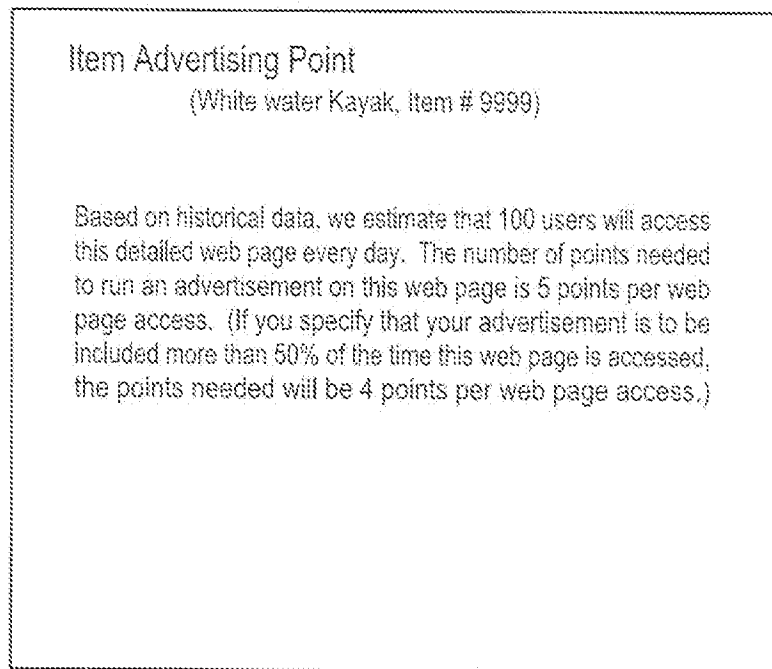


FIG. 6A

6A05

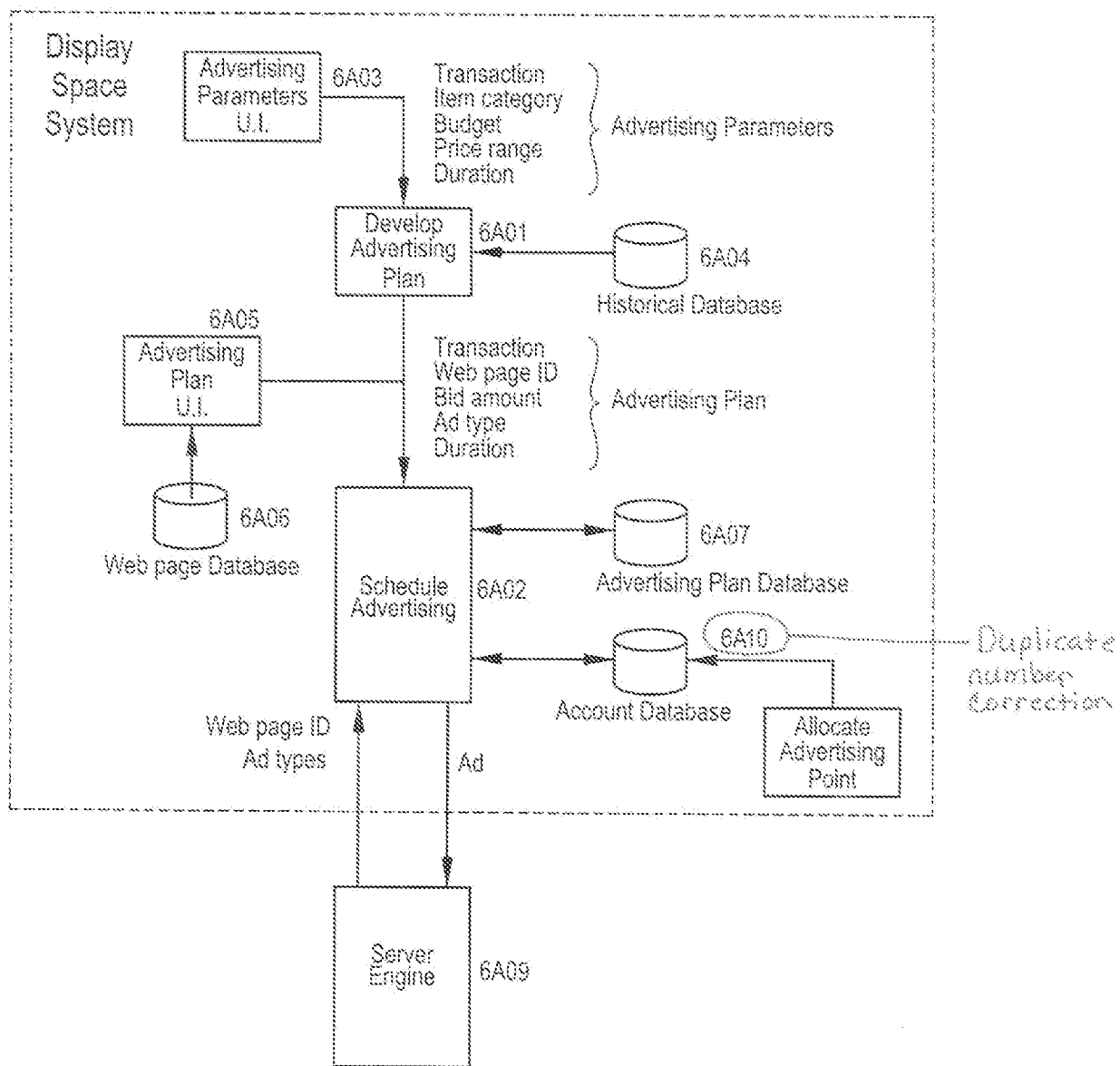


FIG. 7

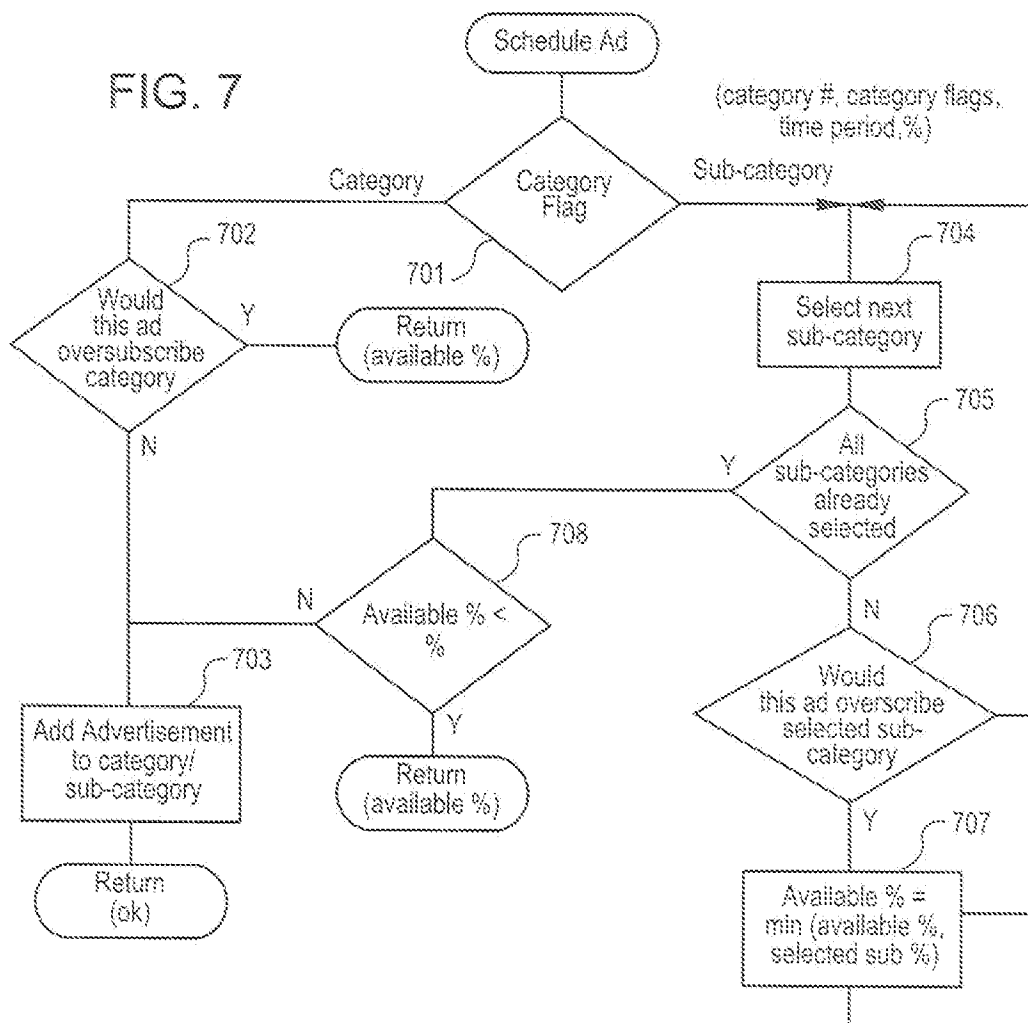


FIG. 8A

800 *Typo corrected*

Submit Advertising Plan	
Advertise What	AV1234 801
Advertise To Whom	Male with $18 \leq \text{age} \leq 30$ 802
Advertise When	6/17/99 between 5 a.m and 5 p.m. 803
Advertise Where	Detailed web pages on Water Sports 804
Enter % of web pages on which to advertise	20 805
Enter maximum number of accesses	200 806
Enter Bid Amount	3.5 807
808 Submit Ad Plan	

FIG. 8B

Ad Plan Table

Display Space Filter	Demographic Filter	Time Filter	Bidder ID	Ad ID	Percent	Max	Bid Amount	Ad History

FIG. 9

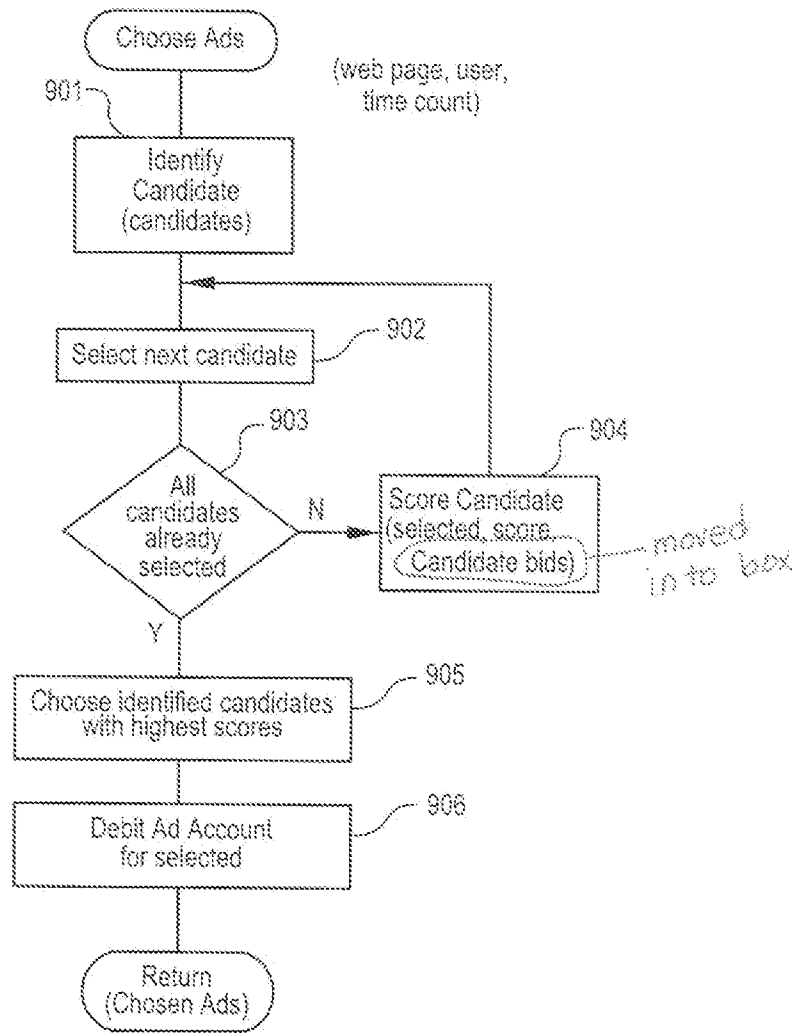


FIG. 11

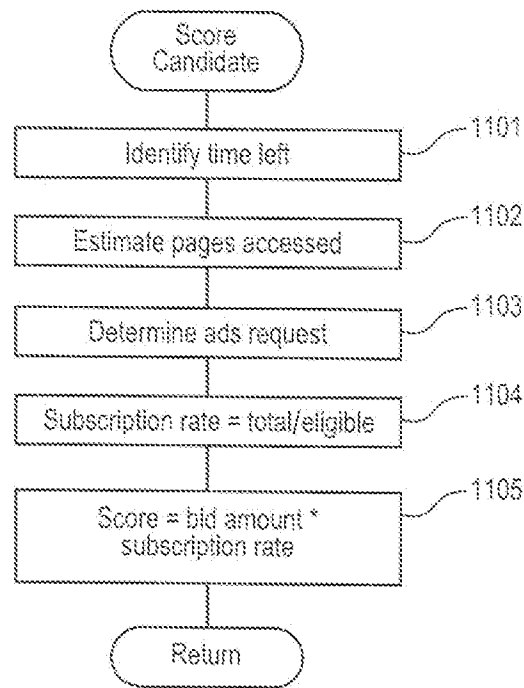


FIG. 12

Advertising Parameters

Enter ID of Transaction

Enter Category

Enter Budget
(470 points in your account)

Enter Price

Enter Duration

1201

1202

1203

1204

1205

Shortened to Ad